



National Highway Traffic Safety Administration
“Click It or Ticket” May 2011 Mobilization
Strategic Media Work Plan

Enforcement Period

May 23rd to June 5th, 2011

Advertising Period

- Paid advertising will run from May 16th to May 30th (15 days)
- Added value and bonus weight may run after the May 30th end date for paid media, and can run until Sunday June 5th.

Working Media Budget

\$8,000,000 net

Audience Segment Profiles

- Primary Segment – *Influence segment to always use a seat belt*
 - ❑ **White males, 18 to 34 years of age**
 - ❑ Largest demographic that does not wear seat belts
 - ❑ Of those who drive pickup trucks, seat belt use remains lower than drivers of other vehicle types
 - ❑ **Male Teens, 15-17 years of age**
- Secondary Segment – *Raise awareness and influence segment to always wear a seat belt*
 - ❑ **Newly arrived immigrant Latino males, 18 to 34 years of age**
 - ❑ Hispanic drivers have lower seat belt use rates than non-Hispanic whites, and higher fatality rates
- Tertiary Segment – *Sustain general use increases while mainly influencing young males to always use a seat belt*
 - ❑ **African American males, 18 to 34 years of age**



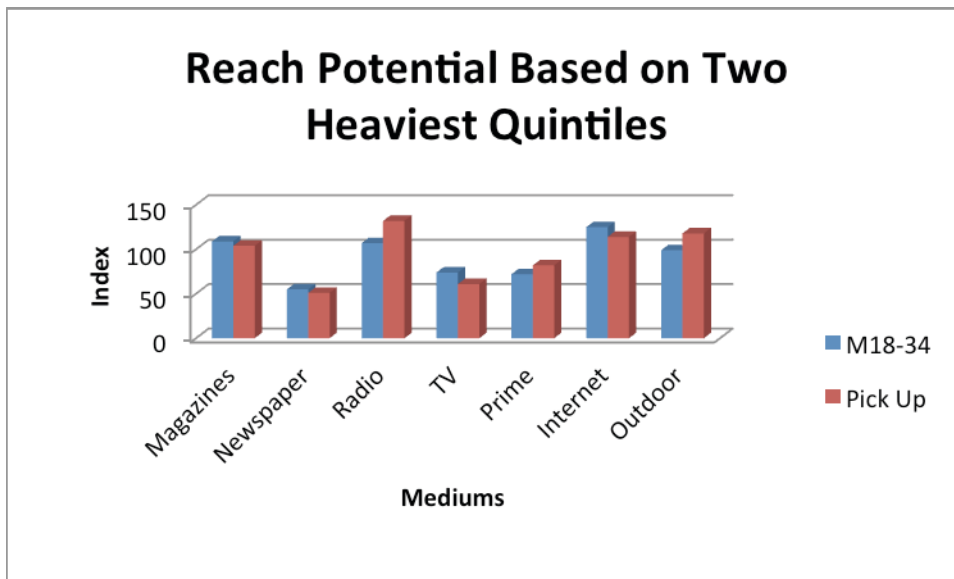
Media Strategy

The primary media strategy will continue to be to build frequency. In order to affect behavioral change the message must be seen many times. Our goal will be to reach a minimum of 25% of our target audience at the 8+ effective frequency level over the 2-week flight period with measured media.

Media Selection & Rationale

A multi-platform approach is imperative in this fragmented media environment. Various mediums will perform at varying levels in reaching our young male targets where some offer better opportunities to reach our audiences than others.

The chart below details the reach potential of the two heaviest usage quintiles for each medium.



The 2011 “Click It or Ticket” campaign will consider the following mediums –

Broadcast and Cable television

Radio

Digital Media (including digital out-of-home video)



Television

Television will remain the primary advertising vehicle based on a number of research studies –

- The Multi-Platform Male
- Increasing Ad Impact in a Multi-Platform World
- 2011 TV Facts

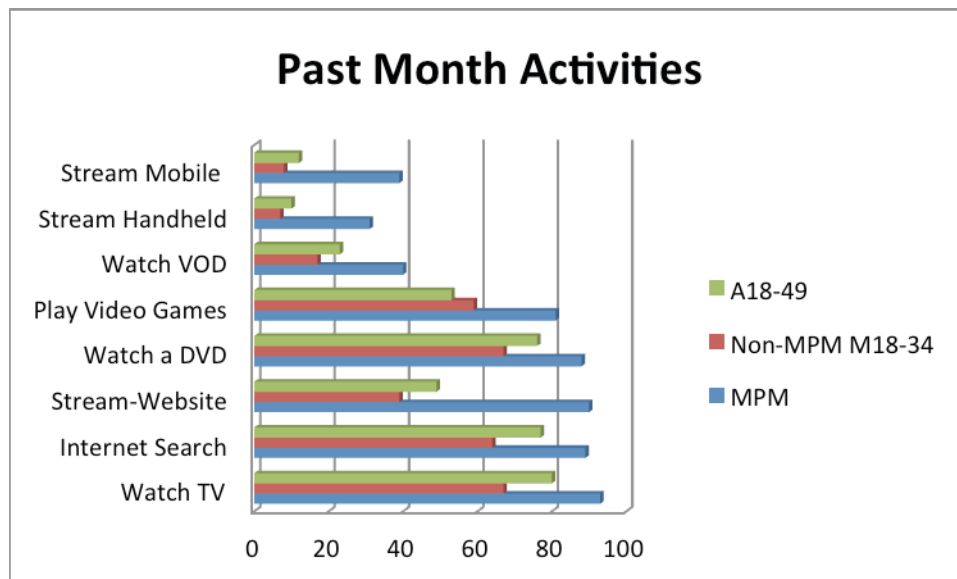
The Multi-Platform Male (MPM)

The MPM is defined as three screen engagement –

1. Owns at least one portable digital media device
2. Watches streaming video on at least one platform in a typical month
3. Watches television at least 10 hours each week
4. MPMs equal 36% of men 18-34 and 42% of online men 18-34

While younger men generally watch less TV than their older counterparts, Multi-Platform Males actually watch remarkably more. 4 hours more a week than adults 18-49.

	<u>MPM</u>	<u>Non-MPM</u>	
		<u>M18-34</u>	<u>A18-49</u>
Watch TV	21 hrs/wk	12 hrs/wk	17 hrs/wk



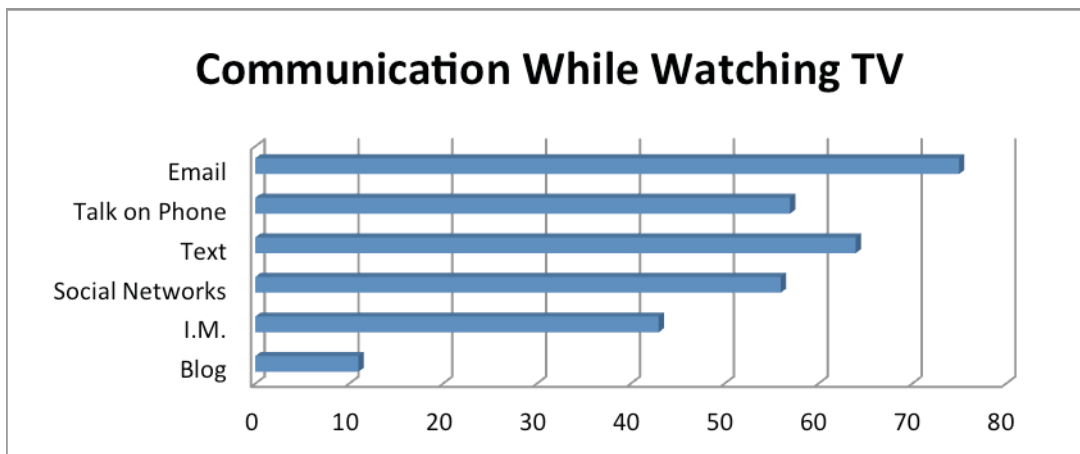
Source: Comedy Central/Spike TV Multi-Platform Male Study 11/08 – 6/10



While the majority of all age groups have gone online because of something they saw on television, MPMs are most likely to have also done the opposite – highlighting their enhanced receptivity to messaging across multiple platforms.

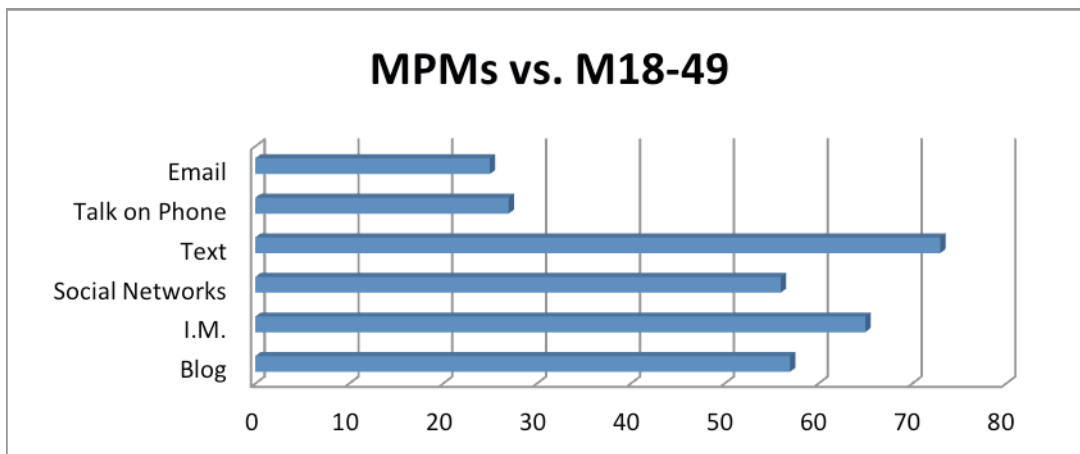
	<u>MPM</u>	<u>Non-MPM</u>	<u>A18-49</u>
TV Drove me Online	85%	<u>M18-34</u> 62%	70%
Online Drove me to TV	68%	49%	48%

Though the MPM watches a lot of television he is also expressive and communicative with his friends while he is watching television.



Source: Comedy Central/Spike TV Multi-Platform Male Study 11/08 – 6/10

Though communicating with friends while watching TV is becoming more common for a lot of people, MPMs do it far more. The chart below compares how much more MPMs communicate while watching TV than do men 18-49 years old.



Source: Comedy Central/Spike TV Multi-Platform Male Study 11/08 – 6/10



These MPMs like to keep in touch with their family and friends, and do so far more than the average guy. Below you will see what some of their favorite topics are to talk about.

	Television <u>Shows</u>	<u>Websites</u>	Marketing/ <u>Advertising</u>
MPM	87%	84%	42%

MPM vs.M18-49

Avg. Male +28% +25% +40%

Source: Comedy Central/Spike TV Multi-Platform Male Study 11/08 – 6/10

Increasing Ad Impact in a Multi-Platform World

In research comparing the effectiveness of ad recall among TV, Internet and Magazine users, including men 18-34, TV was found to be the most effective, by far.

	Ads <u>Exposed</u>	Recall of <u>Exposed Ads</u>	Incorrect <u>Recall</u>	Net <u>Recall</u>	Net Ads <u>Recalled</u>
TV	16	78.6%	6.5%	72.1%	12
Internet*	28	22.0%	8.4%	13.6%	4
Magazines	65	39.9%	2.4%	37.5%	24

*Banner Ads

Source: Opportunities to Influence; Increasing Ad Impact in a Multi-Platform World, 2009



By allocating media spending by effective exposure among the target audience greater advertising impact can be generated without increasing budgets.

$$\boxed{\text{Measured Audience}} \times \boxed{\text{Probability Of Exposure}} \times \boxed{\text{Probability Of Effectiveness}} = \boxed{\text{Effective Exposures}}$$

If we apply what we have learned, based on the above, and use accepted currency measures we can establish the relative values of ads of each measured medium. So for example, by starting with a measured audience of 1000 for each medium, we can calculate comparable levels of effective exposure.

	<u>Primetime Network TV (:30)</u>	<u>Magazines Full Pg 4/c</u>	<u>Internet Banner</u>
Audience	1,000	1,000	1,000
Probability of Exposure	100% (C3)	1.6 (APX)	85%(Adworks)
Probability of Effectiveness	72.1%	37.5%	13.6%
Effective Exposures	721	600	115
Equivalency Index	100	83	16

2011 TV Facts

Average daily minutes of media consumption across 4 screens (TV, computer, mobile & others including movie screens) are dominated by television.

	<u>18-34</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>
<u>Television</u>					
Live TV	209.9	256.2	230.4	335.7	346.1
Time-Shifted	17.2	15.9	17.2	19.4	8.5
DVD or VCR	34.0	35.4	27.4	20.6	14.0
Console Games	25.9	13.9	4.9	3.0	1.2



Computer

Any Web	67.0	55.7	74.1	46.0	41.7
Email	20.3	45.1	46.5	51.4	37.8
Any Software	61.8	50.3	61.6	52.1	35.8
Comp. Video	5.5	4.3	2.6	2.0	1.2

	<u>18-34</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>
<u>Mobile</u>					
Mobile Talk	29.1	19.0	24.7	17.8	12.3
Mobile Text	11.6	2.2	2.1	1.3	0.4
Mobile Web	0.8	2.3	0.6	0.7	1.3
Mobile Video	0.1	0.0	0.1	0.1	0.0

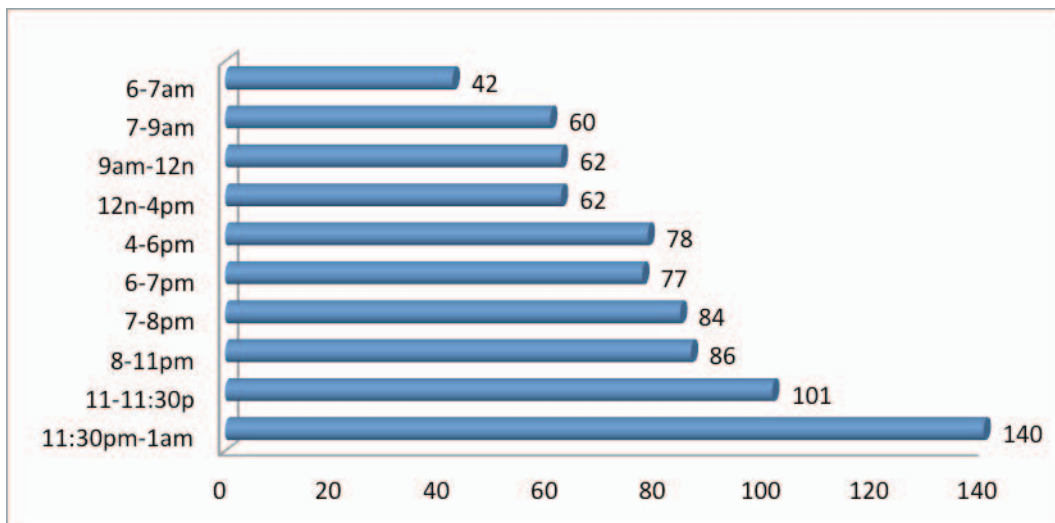
Other

In-Cinema	1.2	1.6	3.1	0.6	3.0
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Source: CAB 2011 TV Facts

To effectively reach our young male targets with television we'll concentrate on key, high performing dayparts and cable networks, and the programming they carry.

The chart below indicates the index of usage by daypart increases as the day proceeds, with late night representing the highest performing daypart.



Source: 2010 MRI Upfront

Prime Time does not index over 100, however, specific programs within the daypart perform very well against the men 18-34 audience. Listed on the next page are some of the top performing Prime programs for reaching our young male target audience.



<u>Program</u>	<u>Men 18-34</u> Index	<u>Men 18-34</u> <u>Drive a Pickup</u> Index
American Dad	256	255
America's Most Wanted	125	274
The Cleveland Show	266	267
Cops	141	167
Family Guy	246	227
The Simpsons	238	213

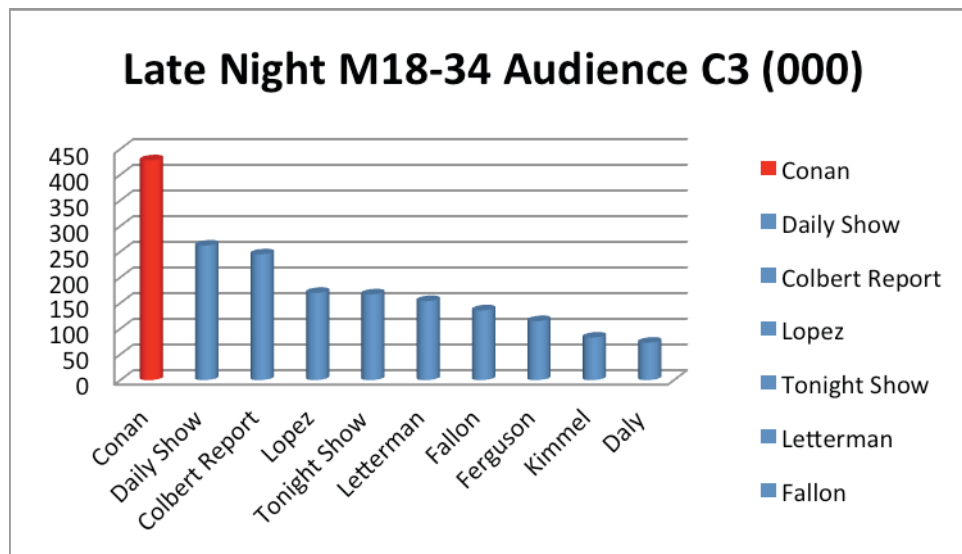
Source: 2010 MRI Upfront

Some of the top broadcast late night programs are –

<u>Program</u>	<u>Men 18-34</u>	<u>Men 18-34</u> <u>Drive a Pickup</u>
Late Night w/ Jimmy Fallon	172	300
Poker After Dark	193	190
Saturday Night Live	119	70

Source: 2010 MRI Upfront

With Conan back on the air on Turner Entertainment's TBS we see the cable late night programming, outperforming broadcast for men 18-34 based on C3 ratings.



Source: Nielsen Media Research 11/8/10 – 12/24/10 Mon. –Fri. via Turner Ent.



During the “Click It or Ticket” campaign we are very fortunate that NBA playoffs are on, along with the NHL Stanley Cup playoffs. Both of these sports skew to our younger audience.

<u>Program</u>	<u>Men 18-34</u>	<u>Men 18-34</u>
	Index	<u>Drive a Pickup</u>
NBA	165	157
NHL	168	166
NASCAR	97	135

Source: 2010 MRI Upfront

Cable TV will be used to extend reach off of a base of broadcast, but will also be used to build frequency due to the lower absolute cost of cable. One of the strengths of cable is its large selection of networks and programming to reach a wide variety of audiences. Some of the top cable networks to reach men 18-34 and men 18-34 who drive pickup trucks are listed below.

<u>Network</u>	<u>Men 18-34</u>	<u>Men 18-34</u>
	Index	<u>Drive a Pickup</u>
Adult Swim	299	256
Comedy Central	173	165
ESPN	145	143
Fuel TV	309	398
Fuse	255	268
FX	163	180
G4	239	213
Outdoor Channel	96	197
FSN	150	156
Speed	164	186
Spike TV	188	193
TBS	119	121
Versus	201	317

Source: 2010 MRI Upfront



The following rank cable networks on VPVH (Viewers/Viewing HH), audience, composition and index.

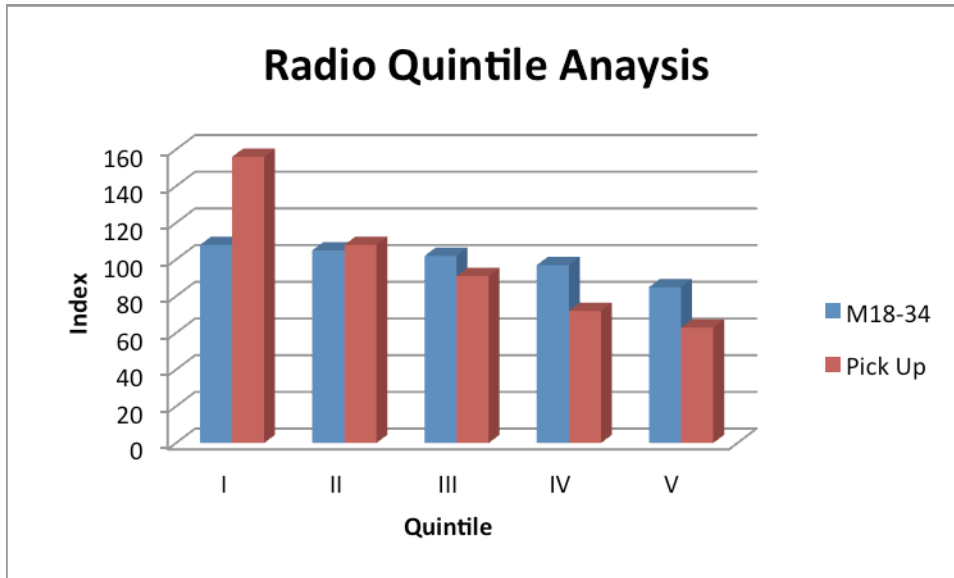
	M18-34 <u>VPVH</u>	M18-34 <u>(000)</u>	M18-34 <u>Comp.</u>	M18-34 <u>Index</u>
Comedy Central	.342	258.4	26.4	225
MTV2	.272	36.4	22.0	187
ESPNNews	.260	18.4	21.2	180
Spike	.248	172.3	18.7	159
Fuse	.228	9.4	17.3	148
ESPN	.227	406.7	16.9	144
Adult Swim	.224	198.2	17.6	150
FX	.224	211.1	16.6	141
MTV	.219	170.2	17.3	148
Discovery	.217	199.4	15.8	135
TBS	.215	283.3	15.7	134
Versus	.198	40.5	14.5	124
G4	.194	22.5	14.6	125
Travel	.182	68.5	13.5	115
VH1	.179	72.4	14.1	120
History	.173	213.4	13.0	110
ESPN2	.162	78.5	12.4	105
BET	.158	91.7	11.7	99
truTV	.152	125.5	11.1	95
Science Channel	.141	26.0	10.7	91
BBC-America	.140	17.1	10.5	90
Nat'l Geographic	.140	45.9	10.8	92
E!	.139	76.1	11.2	95
Nicktoons	.139	30.5	10.2	87
TNT	.138	236.5	10.5	89
Animal Planet	.134	59.4	10.1	86
ESPN Classic	.133	3.3	10.6	90
VH1 Classic	.132	4.6	9.9	85
Speed	.131	22.5	9.9	84
Outdoor Channel	.128	5.8	9.1	77

Source: Nielsen MarketBreaks, Mon-Sun 8-11p, Jan 10th – Dec 10th. Composition base demo = P2+. Via Scripps



Radio will continue to be used to extend the reach created by broadcast and cable television, but will primarily be used to build frequency.

Based on a quintile analysis we see that radio is still heavily consumed by our target audiences, especially pickup truck drivers.



Source: 2010 MRI Upfront

Some of the leading formats for reaching our young male targets are:

Format	Men 18-34	Men 18-34
	Index	Drive a Pickup
Alternative	195	237
CHR	164	140
Classic Rock	120	154
Country	91	133
Rock	193	238
Sports	163	171
Urban	157	96

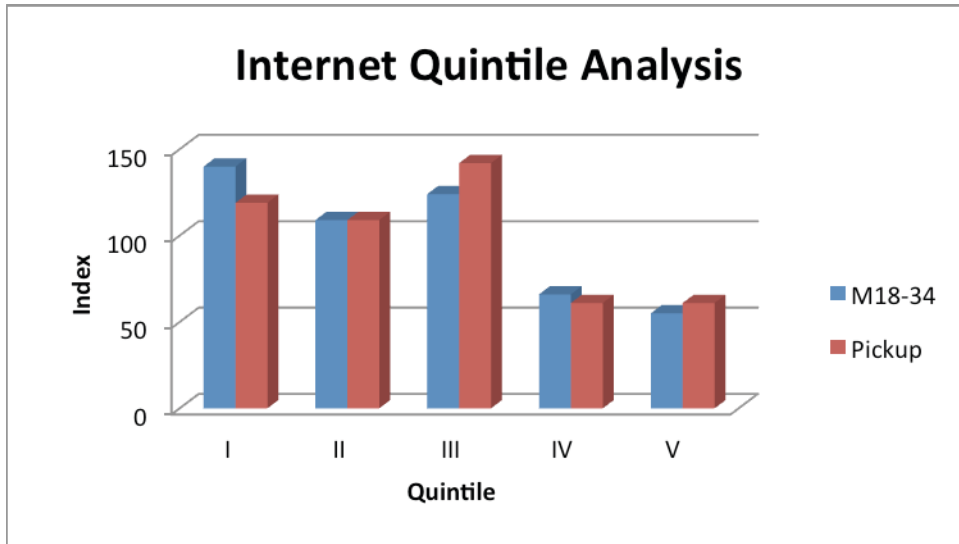
Source: 2010 MRI Upfront

Radio also offers NHTSA that critical variable of reaching our target audience when they are “in the market” for our service, also referred to as recency. In this case they are in their car, and timing, as well as targeting, of the message is important. In NHTSA’s case advertising’s job is to affect behavioral change, and recency’s job is to place the message in that small window of opportunity.



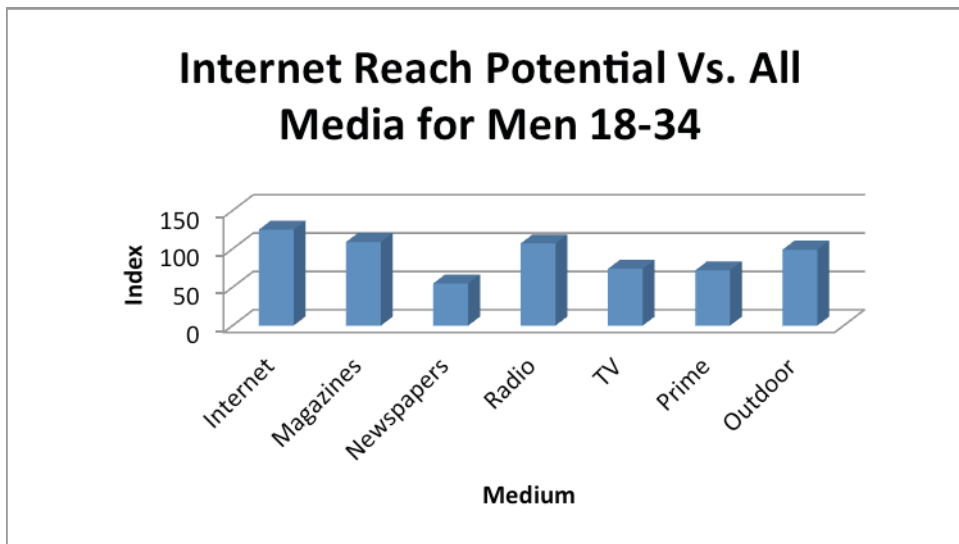
Digital Media continues to enjoy the benefits of migration from more traditional media, especially among young men.

When we look at a quintile analysis we see that the Internet represents heavy usage among men 18-34 and men 18-34 who drive pickup trucks.



Source: 2010 MRI Upfront

When we look at the reach potential of the top two quintiles we see that the Internet represents the greatest reach potential vs. all other mediums.



Source: 2010 MRI Upfront



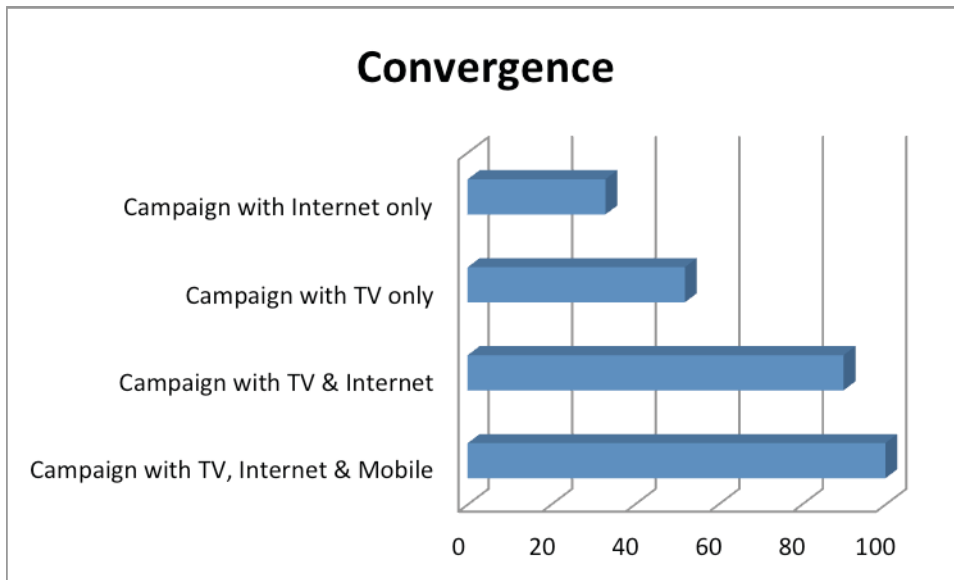
One of the reasons for such heavy usage of the Internet by our target audiences is the number of activities performed with it.

<u>Activity</u>	<u>Men 18-34</u>	<u>Men 18-34</u> <u>Drive a Pickup</u>
	<u>Index</u>	<u>Index</u>
Instant Messenger	146	137
Purchase for Personal Use	121	127
Play Games Online	161	180
Downloaded Video Game	285	233
Obtained Sports News	173	187
Visited TV Network Site	137	120
Watched Online Video	201	154

Source: 2010 MRI Upfront

In addition to the reach potential and many activities performed online, online also offers very positive results on key branding metrics.

Convergent campaigns are more than the sum of their parts; they work together, they create synergies that go beyond their individual components.



Source: Comedy Central/Spike TV Multi-Platform Male Study 11/08 – 6/10

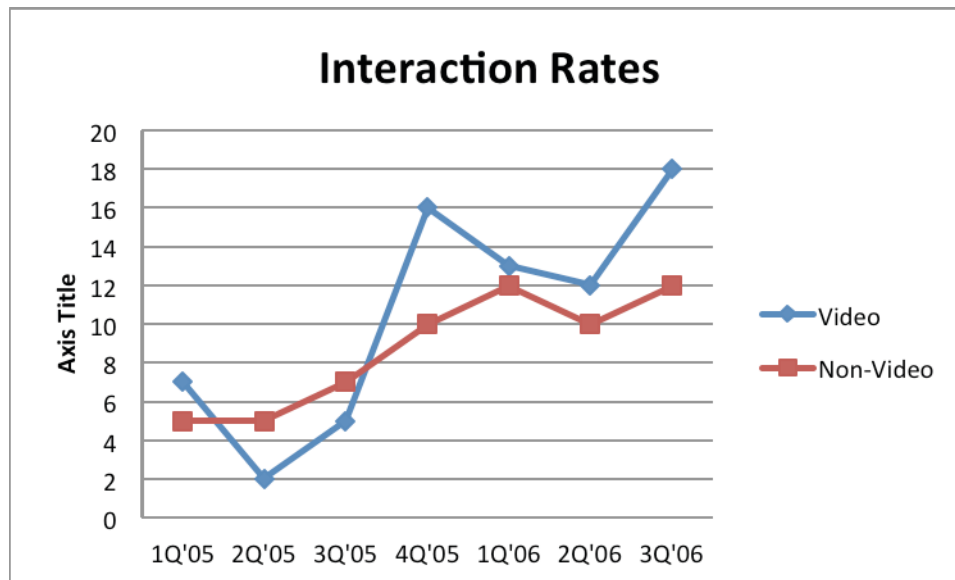


We will continue to focus on online video placement as the amount of time spent with online video continues to grow for all ages, but especially for 18-34 year olds.

Age	2008	2009	2010	2011	2012	2013	2014
0 – 11	7.8	9.2	10.8	12.5	14.6	16.5	18.7
12 – 17	16.3	17.6	18.8	19.8	21.0	21.9	22.5
18 – 24	21.3	22.7	24.0	25.6	26.7	27.2	27.6
25 – 34	25.7	28.4	30.7	32.9	34.8	36.2	37.2
35 – 44	23.3	25.3	26.6	27.9	29.5	31.1	32.3
45 – 54	16.4	18.6	20.4	22.0	23.6	24.8	25.8
55 – 64	7.8	9.6	11.4	13.6	15.4	17.0	18.7
65+	2.8	3.7	4.8	5.9	7.5	8.9	10.3

Source: www.eMarketer.com via TidalTV

Interaction rates are also much higher for video ads than non-video ads as the chart below details.



Source: eMarket 2006 via TidalTV



We have also seen superior performance on many of the sites NHTSA has used based on Click Thru Rate (CTR). The average CTR for a video spot is .05%. The following placements from the 4Q Impaired Driving campaign performed well above this average.

<u>Site</u>	<u>CTR</u>	<u>Unit/Category</u>
Blip.TV	1.25%	Pre-roll
Break.com	2.75%	Pre-roll
GameSpot	1.51%	Pre-roll
Heavy.com	5.68%	Video Overlay
IGN	5.40%	Pre-roll
IGN	31.01%	YouTube Video Overlay
Kongregate	1.67%	Pre-roll
Kongregate	8.49%	Earned 20 Kongregate "game points"
Yahoo!	1.57%	Pre-roll

Anticipated Budget Allocation

Advertising dollars will be allocated to broadcast and cable television, radio, digital media and Hispanic approximately as detailed below. We have allocated an increase to television in anticipation of another up market where we have been seeing double digit increases.

Final dollar allocations will be affected by inventory conditions at the time of the buy.

<u>Medium</u>	<u>% Allocation</u>
TV	60%
Radio	13%
Hispanic	10%
Digital	17%

Campaign Performance

<u>Vehicle</u>	<u>% Reach</u>	<u>Avg. Frequency</u>	<u>% Effective Reach 8+</u>
Television	71	4.8	14
Radio	42	8.8	14
Total	83	8.5	30